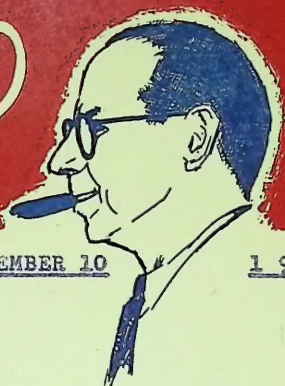


Ballyhoo



VOLUME 2

NUMBER 32

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1954

MIGHTY MEN

"A Man is Never so Tall as When he Stoops to Help a Little Child." ... I don't recall the author of that line ... I heard it for the first time when Mr. J.J. Fitzgibbons, founder and thrice Chief Barker of Variety Club Tent Number 28 used it in his address to Barkers and distinguished guests at the dedication of our Variety Village on November 15th, 1949. I have never forgotten that day, nor our B.M.'s speech ... I have used that line often since, when organizing out of town fund-raising ventures for Variety.

I had good reason to recall it on Sunday, November 28th last ... when the managers of North Bay and district put on a show worthy of the talents of a Jack Arthur ... a show that will long be remembered by the good citizens of that friendly Northern city ... a show that Mayor Dickerson hoped "Would be repeated year after year after year ..."

Long before show time the Capitol was filled to overflowing ... The Bay, across the street had to be opened to take care of the crowds, and at that, nearly a thousand would-be contributors had to be turned away. They applauded ... they cheered, and they left well over two thousand dollars to be turned over to the Heart Fund of Variety.

Bob Harvey spearheaded the drive, most ably supported by Doug Patterson and Lerne Moore ... not to minimize the terrific ticket-selling job done by the boys in Ferris, Mattawa, Pownessan and Sturgeon Falls. This was indeed a Show Business deal, and a terrific example of truly co-operative organisation.

Tall, Tall Men are the representatives of our great industry in the North Bay region ... If "Variety is the Heart of Show Business" ... then surely they deserve to be tagged the "Heart of Variety." ...

Variety salutes our North Bay showmen on behalf of all the students at Variety Village ... past and present. The whole industry owes them a vote of thanks for a tremendous job of Industry Public Relations.

Congratulations Men ... and THANKS.

D.E.K.



BABY IT'S COLD INSIDE

I sat through a program ... as I always do ... in one of our Northern theatres the other day ... An excellent thrill-packed feature, good supporting short subjects, fine presentation ... Only one fault ... If it weren't for the chattering of my teeth (my own) ... which helped induce some circulation ... I'm sure I would have turned into a large hunk of ice. Brother-r-r, was it cold ... I checked the thermometer. It read 67.

The manager's explanation? Quite simple ... It would get warmer as the house filled. Really guys ... I didn't think I would run into this in one of my theatres. Do you mean to tell me that the early customers aren't as important as the later arrivals? Maybe their money isn't as good ... and doesn't help to pay your bills ... and your salary. Let's quit kidding.

The first patron to purchase a ticket is just as entitled to all the comfort, the service, the consideration as the last one. Each and every customer is your guest. Treat him as such. Let's keep our theatres warm in the winter, and cool in the summer ... FROM THE MOMENT YOU OPEN YOUR DOORS UNTIL YOU LOCK UP AT NIGHT ... How about it?

.X.X.X.X.X.

BOXING DAY

This year Boxing Day falls on Monday, December 27th, which presents a wonderful opportunity to cash in on some good, pre-Boxing Day midnight shows, on Sunday the 26th. I have asked your booker to fill in that date with the best picture he has available. Most families will be sitting around their homes working off the excitement of Christmas Day ... and should welcome the opportunity to step out Sunday night. Go after this, gang ... It should prove just as big a midnight as New Year's Eve ... If you do a job on it. Let's go.

.X.X.X.X.X.

SORRY TO REPORT ...

Bill Oakley and his wife Joan ... Bill works for Dick Geering, and Joan did until they were married ... were involved in an automobile accident a few days ago. Bill got away with some minor head injuries ... Joan wasn't as lucky, and suffered a cracked vertebra ... Will be in a cast for some time.

Sorry kids ... Hope you get over this terrifying experience with no permanent after effects. Get well quick.

.X.X.X.X.X.

YOU TELL 'EM

Lots of special shows coming up in the next few weeks ... Are you really selling them, or just leaving it to chance? Holiday shows, Midnight shows, special kid's shows ... START SELLING.

Dear George Jr.,

I'm glad that you enjoy BALLYHOO ... and I must admit that you are really working at it ... Good boy ... but please, what do I have to do to get you to conform to our established pattern in regard to submitting entries?

Sure I like hearing from you ... but will you please stop sending me portions of your entry each and every day of the week? ... Save them all up, enclose them in a folder, attach a typed, itemized list, and then send the whole doggone thing in at once. Doesn't sound too tough, does it? So how about giving it a whirl?

D.K.

.X.X.X.X.X.X.X.

MARQUEE LIGHTS

It appears that some of our managers are guided by schedules rather than weather conditions when turning on their marquee and front lighting ... In a couple of towns I visited I couldn't help but notice that the lights went on at five o'clock on the dot ... even though it was dark out long before four-thirty.

Toss away that schedule guys ... and use your heads. Get those display lights on the minute it gets dark out ... You don't see the rest of the merchants on your street blacked out ... if anything, their window lights go on a little before they are absolutely necessary. They don't want to miss a single potential sale ... NEITHER DO WE.

So ... be a nice guy, and watch those lights ... and, just as important ... after your cashier closes the box office at night ... DOUSE THOSE LIGHTS ... with the exception of your marquee border and display frames.

.X.X.X.X.X.X.X.

How many books of F. P. TICKETS did you sell today? Time's afeetin'.

.X.X.X.X.X.X.X.

POLA-LITE GLASSES

Have you any 3-D glasses on hand? One theatre I visited had a stock of well over 2,000 sitting atop his safe. I wonder how many others are carrying large stocks of this item, whose use in the future is most problematical.

There is a lot of dough tied up in these glasses ... Why don't you drop Cliff Yonson a line and see if he won't take them off your hands? Should you require them at a future date, you can always re-order.

This is a good time to get rid of top-heavy inventory, glasses, obsolete tickets etc. What do you say?

STRIPPING THE B.O.

Believe me I'm not referring to a strip-tease ... How often do you remove accumulated cash from your box office? Be honest now ... If you don't strip it, somebody on the outside may well be tempted to. One theatre I visited had a stack of bills and change stacked on the box office counter that would have choked a camel ... very, very tempting. Further investigation revealed that he removed the money only once ... when the box office was closed for the night.

Read your Red Book fellows ... The rules are laid down very plainly for all to see ... Follow them ... ALL OF THEM ... and particularly those relating to the proper handling of cash and tickets. It may help keep you out of a mess of trouble.

.X.X.X.X.X.

Got your Kid's shows lined up for the holiday weeks? ... What are you waiting for? ... Santa Claus?

.X.X.X.X.X.

CONFECTION CORNER

The confection bars in most of the houses I visited are in good shape ... Clean, attractive, well lighted and well stocked ... Only one thing disturbed me ...

In a couple of spots where one theatre cooks the corn for use in others in the town, I noticed the popped corn being transferred from the popping room to the other theatres in old, dirty, oil-soaked cartons ... many of which had seen much better days.

Fellows ... popcorn is a food, and there are strict laws protecting the users thereof. I'm sure if a patron saw the cartons from which it came, he would immediately become a disillusioned ex-patron. Throw away those cartons and order a quantity of plastic bags designed for that specific purpose, and stocked by T.C.L. They're clean ... attractive, and much easier to handle. Do yourself a favour, and protect your customers. USE THEM.

.X.X.X.X.X.

KID'S SHOWS

Have a note from Mel Jolley in which he informs me that the Century's Movie Club is all set to get started on December 11th. Glad to hear it Mel ... and hope this serves as a reminder to some of the other lads from whom I haven't heard yet.

Don't expect to break all records with your first show. It takes work, and a lot of building up ... but I'm sure that the effort you put into it will be rewarded in the long run.

HAMILTON THEATRE MANAGERS

On Tuesday December 7th I was a guest of the Hamilton Theatre Managers' Association at their regular monthly luncheon meeting. I don't know why I should always be so amazed at the efficiency and decorum with which these meetings are conducted ... Maybe it's a throwback to the old days, when so-called Association meetings served merely as an excuse for a social gathering, just to get away from the routine of one's daily work.

No longer is that the case. I was particularly impressed both at the Peninsula meeting and the one in Hamilton by the seriousness with which the members conducted their business ... and there was plenty of it to conduct. They all have problems, and they attack them from the standpoint of what is best for the industry as a whole. They are serious people, our managers, and good business men. It was a distinct pleasure to have the privilege of sitting in on their discussions.

I had the pleasure of meeting a charming young lady in the person of Miss Jane Baker, who has taken over the column formerly handled by one Johnny Robinson ... a good friend of ours. After listening to her, and chatting with her, I know that Johnny's department is in good hands, and our boys in the Ambitious City will continue to get the fullest co-operation from the Spectator ... which is at it should be.

Thanks for inviting me, fellows ... It was a most enjoyable and educational meeting.

.X.X.X.X.X.

SEZ YOU ... SEZ ROBERT

I have a note from Art Cauley which tickled me a bit ... It illustrates the spirit of our BALLYHOO ... Here it is.

Dear D.K.

Well well ... I see our pal Bob Harvey starts off the six month drive with some 14,000 points more than your future first prize winner ... Six months to go, and Robert and the rest of the boys will have to go some if they figure on topping the Paramount - Peterboro when the final results are published.

I hope that you don't think that we are "tooting" the old horn, but BALLYHOO has become a habit around here, and when the chips are down, we'll do our level best to be right in there ... AT THE TOP.

Art

That's what I like about that guy Cauley ... Never says die, and I'll bet he'll be right in there somewhere, at that. What do you say, Robert "Q"?



Ballyhoo

SPOTLIGHT ON SHOWMANSHIP

505

Well gang ... four weeks of our six month drive are behind us, and the results to date have, I would say, been most gratifying. I have just totalled up the points ... you will find a complete score-board on another page ... and here they are ... The Winnahs, for November.

GROUP "A"

- 1st PRIZE - Bob Harvey
- 2nd PRIZE - Don Edwards

GROUP "B"

- 1st PRIZE - George Forhan Jr.
- 2nd PRIZE - Len Gouin, and Al Hartshorn

Talk about consistency, and concentration of effort ... Everybody, well, nearly everybody knocked off the thousand point bonus for being in every week during the month. I'm afraid our boys up in Timmins slipped a little ... They're the only two who failed to make it. Come on Jack, you too Bob ... Get in there ... There's lots of room at the top.

Bob Harvey really slugged in the two weeks before our drive and this contest got under way ... Knocked off enough points to put him in front and keep him there. Don Edwards did one terrific job on WHITE CHRISTMAS to clinch the number two spot. In "B" Group, young Forhan did the impossible, and knocked over the Tribune for enough points to put him away out in front ... Al Hartshorn and Len Gouin slugged it out, and finished in a dead heat, to split the second prize.

There you have it fellows ... Figures don't lie. Read 'em and weep ... or rejoice.

BALLYHOO S. O. S.

SCORE-BOARD FOR NOVEMBER

	<u>NOV. 6</u>	<u>NOV. 12</u>	<u>NOV. 20</u>	<u>NOV. 27</u>	<u>BONUS</u>	<u>TOTAL</u>
<u>GROUP "A"</u>						
Bob Harvey	25,900	10,800	5,400	3,800	1000	46,900
Don Edwards	8,500	2,000	15,000	2,800	1000	29,300
Art Cauley	8,700	6,300	4,900	4,800	1000	25,700
Mel Jolley	2,800	12,400	2,800	2,900	1000	21,900
Ted Doney	9,600	2,200	2,200	2,400	1000	17,400
Vera Hudson	1,800	1,600	5,200	3,800	1000	13,400
Jeff Jeffrey	2,800	1,600	1,600	5,700	1000	12,700
Herb Chappel	2,100	1,900	1,900	1,100	1000	8,000
<u>GROUP "B"</u>						
George Forhan	7,200	1,800	4,700	5,600	1000	21,300
Al Hartshorn	8,300	3,000	3,000	2,400	1000	18,700
Len Gouin	8,100	6,600	3,900	1,200	1000	18,700
Paul Turnbull	4,600	3,000	2,100	1,600	1000	12,300
Olga Sharebura	2,900	1,400	2,500	2,200	1000	10,000
Jack Bridges	8,000	-----	600	-----	-----	8,600
Norm Gray	3,900	600	1,700	1,100	1000	8,300
Bob Nelson	3,900	1,400	1,500	-----	-----	6,800
Jack Ward	2,500	500	900	1,500	1000	6,400
Ed Landsborough	600	600	1,400	2,000	1000	5,600

There's your story for November gang ... Figures don't lie ... Your effort, transmitted into points, shows how you stack up in the above score-board.

Don't be too disappointed or discouraged if you didn't wind up in the prize money last month ... Front runners don't always finish first in the long run. Keep at it, every day ... every week ... Keep BALLYHOO'IN ... sell your theatre, and sell yourself.

There are lots of prizes ... and there will be lots of winners ... Hope to see you in there ... real soon.

DRUM-BEATERS CORNER

Guess it's time to get down to brass tacks, and take a look at what some of you guys did to earn the points you have been credited with during the past couple of weeks ... Sorry I missed getting an issue of BALLYHOO out to you last week ... I was busy up in the North country. However, this week's big, fat edition should help make up for it.

Surprising how many squawks I get from some of the lads if BALLYHOO happens to be a couple of days late ... Kinda flattering, of course ... but please fellows ... do you realize that there is as much copy in an issue of BALLYHOO as in some of our smaller national magazines? ... And it doesn't just publish itself automatically ... Takes a little time ... and many a day I get in at 8.30 ayem and slug away at it until well after seven in the evening ... If you don't believe me, check with our switchboard ... Saturdays too ...

So-o-o ... bear with me if I don't quite hit our deadline each and every week ... There are mechanical problems too ... the "Ditto" machine isn't always available to us ... However, BALLYHOO means just as much to me as it does to you, so be sure that we do our darndest at this end to keep it rolling right along.

TRADE MAGAZINE NOTES

In the November 20th issue of S.T.R. I note stories covering the activities of Norm Gray ... Jack Ward, and two items about Len Gouin. On November 27th there is a good picture and story spread on Olga's KNOCK ON WOOD deal. BOXOFFICE under date of November 27th devotes a story to George Forhan Jr's. pretty fair campaign on ROB ROY.

MOTION PICTURE HERALD for December 4th just hit my desk, and I am pleased to see listed among the Quigley Contenders, Bob Harvey ... Len Gouin, and Jack Ward. Still a few short of 100% ... but I keep hoping.

And now ... let us go to work, shall we? Remember ... the following represents your efforts for two full weeks.

GRANADA - HAMILTON

The Granada is closed until Christmas for extensive renovations, which means that Paul will be out of the running ... nearly ... but knowing what plans he has for his re-opening, I promise that he will get full credit, spread over the period of his closing, for everything he comes up with ... Fair enough?

Paul was playing WORLD IN HIS ARMS, and I see a terrific, 560 line ad ... and get this ... Paid for entirely by the Spectator who used the theme ... "Hold the Latest News of the World in your Arms Daily, in the Spec Final" ... And you may be sure that the Granada got top billing ...

Two local travel agencies co-operated with excellent windows. In both, the theme was "You Too Can Have THE WORLD IN YOUR ARMS by Enquiring About Our Travel Tours" ...

GRANADA - HAMILTON (cont'd)

Paul built a complete false front from three sheets and other accessories on THE THING ... Clever copy attracted much attention, as did several three cornered revolving signs hung from the marquee. A sandwich man was out during the three day run ...

The Hamilton Spectator came through with pictures of the newly elected executive of the Hamilton Theatre Managers' Association ... Yup, you guessed it ... Paul's smiling face is right in the middle, under the title V.P.

ROYAL - GUELPH

A good quarter-page tie-in ad from Ted certainly helps his position on our score-board ... His feature was REAR WINDOW, and the local House of Television (What's that about "Love Thine Enemy ...?") was the co-operating merchant. The copy was good ... "See our Front Window for the Best in T.V. - Then be Sure to See REAR WINDOW at the Royal ..." Pretty smart, huh? Half the total space was devoted to a good press book mat.

I SAW still going strong ... every day, every week. The Mercury also came through with off-theatre page scenes on both REAR WINDOW and HUMAN JUNGLE.

I see a three column pic in the Merc, showing the local air cadets awaiting admission as Ted's guests ... and guess what ... By some strange coincidence, half the picture is loaded with pennants and banners, plus a few posters on WHITE CHRISTMAS ... Wonder why? Another off-theatre page scene on SABRE JET.

CAPITOL - PETERBORO

Len's first CinemaScope attraction ... second run of THREE COINS gave him a chance to effect a couple of good merchant tie ups, which resulted in some excellent newspaper coverage, paid for by the merchants.

The management of Burton Cleaners devoted two full columns in the Examiner to advising all and sundry that if they had a garment cleaned during the engagement they stood a pretty good chance of being guests of the theatre ... The gimmick was that THREE COINS were inserted in the pockets of certain garments upon their return to the owners ... If the owner found them he could claim a guest ticket. This certainly is a different twist ... Total cost to Len, ten single passes. Burton's also used air time extensively to publicize this deal.

The Review and Lakefield News each ran five separate scenes, off the theatre page, on COINS. Len's Hidden Names contest in both papers still going strong.

Len used the Parking Meter gag to good advantage ... only in his case it didn't even cost him the price of the printing. His cards were imprinted by a local service station which used the reverse side for their own copy.

CAPITOL - PETERBORO (cont'd)

Elliot's Drug store ran a two column ad telling of the opening of their new record bar, where the title song from THREE COINS could be heard, and purchased. Excellent tie-in copy.

C H E X came through with some fine FREE publicity on COINS, with all disc jocks spinning the record at every possible opportunity. Tom Travel Service put in a good window, using the "Travel to Rome This Year" theme.

For his date on QUEEN OF SHEBA, Len was able to place an attractive display in the local library. Good windows in Eaton's and Jerry's Sundries store.

Now you're cookin' Leonard ... more like your old style ... Keep it up.

TIVOLI - HAMILTON

Well ... this time we really have something to report from Don out Hamilton way ... I shouldn't be too surprised ... his pic was WHITE CHRISTMAS, which certainly lends itself to a super-duper campaign, and Don took every advantage of all possible avenues of exploitation. But let's take a look ...

Don got his campaign under way with a deal with the Spec ... From now through Christmas they run a "Pick-a-Present" page, listing merchants and the wares they have to offer ... In return for a few guest tickets, the Spec gives the Tivoli a favoured position, with art and copy of coming attractions. As an example, the first page carried a 444 line ad, featuring large heads of Crosby and Kaye, with liberal mention of their appearance in WHITE CHRISTMAS. Stole the page. This same type of ad was repeated on two more days during the week. Then, when the contest finally got under way, the centre portion of the page was devoted to the Tivoli for three successive days. I'd say this was pretty good promoting. Oh yes ... a good, two column scene on an off-theatre page was tossed in for good measure.

Robinson's department store took a 540 line ad on the day before WHITE CHRISTMAS opened ... featuring the dresses worn by the female stars ... Good mention of theatre and pic. Don displayed samples of the dresses in his lobby.

Hurst's Furniture store paid for an 800 line ad on the comic page on the day before opening ... tying it in with the sale of recordings and sheet music from the feature ... Theatre copy dominated the ad. Hurst's also sponsored a half hour program over C K O G, featuring music from the sound track, with plenty of theatre chatter. A good display in their window completed their share of the deal.

Don contacted the advertising manager of Westinghouse and sold him a bill of goods ... As a result he had a display of stove, refrigerator etc. in his lobby - catch line being that gifts of electrical appliances would be ideal for her WHITE CHRISTMAS ... He then contacted the principal Westinghouse

TIVOLI - HAMILTON (cont'd)

dealers in the Hamilton area and got them to follow thru on this theme in all their newspaper ads ... with appropriate cuts and theatre copy ... and it worked. At the time of writing a couple of the ads have already appeared, with more to follow. Nice promotion, Don.

Croft's Radio & T.V. took 444 lines to extoll the merits of WHITE CHRISTMAS - and, of course their line of electrical appliances ... Good heads of Crosby and Kaye helped decorate the ad.

Brown's Tire and Appliances took an 840 liner, pretty well along the same lines, and with mention of the lobby display at the Tivoli ... The Crosby and Kaye heads were a full four inches across - each, that is. Certainly dominated the ad.

A few of the stores which loaded their windows with good advertising, tying in directly with their own merchandise, were ... Allen Stores, Adler's Furniture, James Wyatt Appliances, Brown Tire, Cheshire Appliances, Pettitts Radio, Zack's Powerhouse, Knight Radio, Croft Radio, Anne Foster Music Store and Maedy's Music Center. Not bad, eh?

All the above were in direct co-operation with the Tivoli and Spec ... Now later take a peak at what the other papers had to offer ...

Don sold the promoters of Abbotsford Homes the idea that ... "It's Something to Sing About WHITE CHRISTMAS in your New Abbotsford Home" ... Seems they liked the idea since they came through with all of 1350 lines in the Review. Theatre copy? Natch ... with huge heads of Crosby and Kaye stealing most of the space.

Beaver Lumber Co. liked the idea ... "Make Yours a Happy, Comfortable WHITE CHRISTMAS with Insulation, Lumber etc. From Beaver's" ... They took 450 lines.

Two good windows in Howard's Credit Jewellers, and the theatre lobby display announce a prize contest for something like \$1,000.00 in merchandise, based on a contest to determine the date of Hamilton's first 1/2 inch snowfall ... Don reports that it's really amazing at the hundreds of people who come in to ask for a ballot ... That's getting 'em in, boy.

As for radio coverage ... Don arranged to be interviewed by Bill McVeen of C K O C ... They discussed the new VistaVision process, building up WHITE CHRISTMAS, of course. The interview lasted six minutes, and was followed by a one hour program of hit tunes from the picture, with proper credits ... This was repeated with C H M L.

That's pretty good coverage for one week ... and earned Don 15,000 points ... the greatest number to be won by any manager in one single week. Come on guys ... you too Robert ... there's a new mark for you to shoot at.

As for his hold-over of WHITE CHRISTMAS ... Don was able to talk a couple of the merchants into repeating their original

TIVOLI - HAMILTON (cont'd.)

ads, and got Robinson's to put in a terrific window display. A good two column scene on an off-theatre page in the Spec ... The Pick-A-Present deal described earlier, well under way.

Don's really trying to push books of F.P. tickets ... A very attractive counter is conspicuously placed in his inner lobby, with one of his comely usherettes wearing a specially designed "Christmasy" costume on duty at peak hours. It's such an attractive set-up I nearly bought a book myself ... nearly.

That's about all from the Tivoli this trip ... Hope it's only the beginning ... and forthcoming campaigns will be on an equally lavish scale. How about it Don?

PALACE - GUELPH

Scenes on off-theatre pages in the Mercury on each of HUMAN DESIRE and OVERLAND PACIFIC ... Three local merchants decorated their doors on Wednesday with copy ... "Sorry, we're Closed ... We've gone to see HUMAN DESIRE at the Palace" ...

Vorvis Restaurant still going ahead with their book-match deal ... every book imprinted with Palace copy.

Herb mailed over 100 personal letters to the top brass at local plants, suggesting the use of books of tickets this Christmas. Started getting results the day following the first mailing ... Any of you other guys doing this? Why not?

A BLACK WIDOW scene appeared in the Merc. Herb asked three disc jocks from C J O Y to be his guests for a showing, and they came through with plenty of chatter on his feature on their next day's programs.

VICTORY - TIMMINS

Not too much to report from this Northern outpost of ours ... His feature was THE LONG WAIT, and all he managed to come up with was a good window in the local Amusement Center, and the parking meter gimmick. Listen guy ... It's a LONG LONG WAIT in this corner too ... How about knuckling down for a real try at some of that prize money that's floating around?

CAPITOL - GALT

Connie's Music Center gave Ed a good window on RHAPSODY ... His I SAW deal still moving along in the local Reporter.

Eddie has effected a good tie-up with his local radio station C K G R, called Capitol Shorttime. A simple quiz is the basis of the deal, with three pairs of guest tickets handed out each week as prizes. All questions have to do with the pictures currently on the Capitol screen. Background music or theme songs are featured on each program.

Good windows in several local stores on THE EGYPTIAN, using the book as the basis of the tie-up.

ORPHEUM - 500

Olga's feature was THE SEA AROUND US, and she took every advantage of the angles presented by the title ... A new food market was recently opened on the Soc's main drag, and Olga made sure that their fish department was suitably decorated with large displays reading ... "Sea Foods From the SEA AROUND US etc." This same copy was used in the three Pinch stores in key Soc locations, to tie in with their sea foods.

Kresge's display of goldfish and fish foods carried copy along similar lines. Repeated in the Pure Herb Store, local fish specialists.

Olga borrowed a deep sea diver's outfit from the Soc locks, encased her usher in it, and had him parade the main street, front and back suitably lettered.

From the Orpheum marquee were suspended two large paper-mache whales ... Signs on the vitrolite front proclaimed that "ICHTHYOLOGISTS" would be admitted free ... One local resident took Olga at her word and gained free admission ... And now ... my friends, you tell me what an Ichthyologist is. I think Olga invented it ...

When she played REAR WINDOW, Olga had a special, and most attractive false front built ... and it really was an eye-catcher ...

Broughton's Drugs, who carry the most extensive line of photographic equipment in the Soc gave REAR WINDOW a terrific window display, featuring the giant telescopic lens used in the picture. A similar display in Radio Electronics' window.

An attractive 40 x 60 display was made up of regular accessories, and placed at the entrance to the new dining room at the Algonquin hotel.

SENECA - NIAGARA FALLS

Jack and his assistant Harry Homeniuk arranged an excellent window in the local Burrough's Furniture store featuring cut-out figures of Debbie Reynolds and Dick Powell in support of their attraction SUSAN SLEPT HERE. Most attractive.

The Evening Review carried two good double-column scenes on the same attraction.

For FOREVER FEMALE and CEASE FIRE, Harry went to work and came up with a very attractive display made up of a couple of one sheets and some stills, which he succeeded in placing in a prominent window, of a store catering to the needs of the fairer sex ...

STUDENT PRINCE rated a good two column scene in the daily ... Also a very attractive display in the window of Leon's Furniture store, with copy reading ... "Living Room Furniture Fit For a Prince ... See STUDENT PRINCE at the Seneca.

CAPITOL - NORTH BAY

Not too much BALLYHOO action from Robert this trip ... and I'm not going to yell too loud ... Guess the guy deserves a breather now and again ...

Bob was playing CARNIVAL STORY. On the day prior to his opening a full page co-op appeared in the Nugget, sponsored by various local building supply companies, and headed, "Your CARNIVAL of Building Supplies" ... Prominent space devoted to a large press book art mat on the picture.

On the same day the Nugget ran a full page shopping guide, to promote Christmas sales for local merchants ... Sure nuff, Robert is right in there with a pretty healthy-sized ad in return for a couple of Oakleys to be used as prizes.

City Laundry took 330 lines to advise their readers to "Make Your Clothes CARNIVAL Bright" ... with good accompanying pic plugs. This same ad was repeated the following day ... All their trucks were well bannered during the run.

Did I say something about too little stuff from North Bay? I wish some of our other participants would do as well when they're in top form. No offense meant fellows ... just a slight object lesson. Get it?

CAPITOL - SUBBURY

Well sir ... some nice stuff from Jeff on his WHITE CHRISTMAS date ... It's not so tough, is it ... once you get the hang of the thing ... Kinda becomes a habit, eh Jeff?

Jeff got out and hustled enough merchants into making up a full double truck, with a banner heading reading "World's First VistaVision Film" ... Each ad referred directly to the picture, with the theatre ad getting prominent display.

One of the participating merchants, Robert Brown Jeweller, also announced their free prize draw of \$1 items of merchandise to be given away on the stage of the Capitol during the showing of WHITE CHRISTMAS. Jeff M.C.'d the draws each evening and reports that many a patron came on the strength of the draw, and went out raving about the show ... That makes sense.

The Melody Music store devoted a half hour program on Sunday afternoon to music from the picture, with appropriate theatre plugs. Decjays at both local stations were supplied with recordings and used them generously throughout the run.

Excellent window displays in Melody Music Store, Bannon Bros. Appliances, Cochrane's Sport Shep and Johnson Furs.

Next came SEVEN BRIDES, and the Beaver Piano Company gave Jeff quite a boost with a large heading over their ad, "Seven Out of SEVEN BRIDES Would Like to Own a Beaver Piano" ... The merchant also provided Jeff with an excellent lobby display. The Melody Music Store came through with a good window display tying in their sale of records and sheet music.

CAPITOL - WELAND

George is really going after the F.P. book ticket business in a big way, and this week commandeered his frau to address and mail out 300 pamphlets to every business firm listed in the local directory. Don't forget to follow up on it, George.

Getting ready for his G.W.T.W. date, George borrowed some painted cards used by his pop out Belleville way, had them re-sniped, and placed them in prominent windows around town ...

All of his weekly publicity gimmicks, such as I SAW, Hidden Names, Mystery Personality etc. still going strong ... and a new one initiated this week ... a District Business Review page, in which the Capitol gets the centre spread in return for a couple of ducats for use as prizes.

I see an excellent 560 line co-op ad placed by the Hick's Lumber Company, featuring good art of Danny Kaye in support of his KNOCK ON WOOD ... George also mentions a co-op with Hebert Motors on STUDENT PRINCE, but I don't see any evidence in form of tear sheets. That's what you get by not keeping all your material together George ... Some of it's bound to get lost in the shuffle.

P & G Cleaners ran a 670 line ad, lauding the merits of "The Greatest Motion Picture Ever Made - GONE WITH THE WIND - and the Greatest Cleaning Process Known, etc." Good art and copy in support of the attraction and theatre.

Thirty local cabs were equipped with bumper strips, and a vacant twenty four sheet beard was sniped a month in advance of the playdate.

Excellent window displays set up in Marko Barbers, Milk Bar Restaurant, Ross Stores, Smith's Glassware, Rodger's Men's Wear and Frame's Drug Store.

REGENT - OSHAWA

Al sends along tear sheets to prove that his I SAW deal still getting plenty of attention ... A good scene on an off-theatre page on THE EGYPTIAN. Another of his excellent co-op ads with Collette Beauty Salon, this week featuring Jean Simmons.

Good mention for the Regent's program over the airwaves, on the popular afternoon program, Showcase - with background music from the film. Good displays again used at the Genosha Hotel and the Metropolitan store lunch counter.

An excellent window featuring Danny Kaye in KNOCK ON WOOD, in a local men's wear store, tying in their Van Heusen shirts.

I see another good scene, this time on SABRINA ... Also another Collette Beauty Salon co-op, with Audrey Hepburn getting the feature spot ...

Hotel and lunch counter also covered on this feature, as well as a continuation of the I SAW.

PARAMOUNT - PETERBORO

Let us see on what our Arthur bases his warning to the guy up in North Bay ... huh?

In the Examiner's Monday edition, nearly a whole column on the sports page devoted to telling it's readers of Art's generosity in offering the Paramount Lobby to the "Orfun's Football Club" in aid of their drive to raise funds for the trip out West for the Dominion championship play.

Two scenes in each of the Review and Lakefield News on HER TWELVE MEN ... and FOUR in each paper on CAINE MUTINY. Both the above papers carry the new feature "Hollywood Newsreel" with Don Corrin getting a byline ... and his puss gracing a new column heading. Naturally all pictures mentioned in this space are Paramount coming attractions.

Several thousand heralds were printed and distributed on CAINE MUTINY ... at no cost to Arthur. Five ads on the back more than covered the cost of printing.

The Examiner has started a new stunt, called "Business Quiz"... with a good sized Paramount ad right in the middle of the page, in return for a couple of ducats used as prizes. Art played host to the members of the Peterboro Junior Hockey Club, and wound up with a fine story in the Examiner.

Both the Review and Lakefield News ran four scenes each on G.W.T.W. For CAINE MUTINY, a huge sign was erected in the Paramount's giant picture windows, covering all six panels.

The Safety Patrol captains held a meeting at the City Hall, with Don Corrin as guest speaker ... Don discussed with them the F.P. books of tickets, and wound up with quite a deal. As of now, EVERY member of the Safety Patrols is a salesman ... and if each one sells only a couple of books ... The Paramount should wind up in one of the coveted top spots in our sales contest.

Looks like that's about all from Peterboro, for the time being. Can't wait to see what the next mail will bring.

CENTURY - HAMILTON

Members and wives of the local police force were invited by Mel to be his guests on the last three days of HUMAN JUNGLE. This in appreciation of the terrific job the force did during Jan Sterling's recent visit.

On the day before SABRE JET opened, Mel borrowed a brand new 1955 Belair Chev, bannered its sides, and sent it out to take part in the Ti-Cats Victory parade ... (Why the "Victory" my friend? ...) The Century was the only theatre represented, and as this parade was televised, and described over the radio he wound up with a lot of very, very nice publicity.

The Century still receiving free plugs over C H M L

CENTURY - HAMILTON (cont'd.)

every Friday night from Kresge's "Corral" ... Also free mention on the Paul Hanover program from the Brant Inn. Mel's co-op still running each Thursday in the Review.

A 650 line ad in the Daily News introduced their Xmas. Shopping guide, in which, in return for a couple of ducats used as prizes, Mel gets himself a pretty healthy chunk of space. Both the Spectator and the News came through with good scenes on off-theatre pages.

CAPITOL - ST. KITTS

Looks like a good story from Vern this week in connection with his work on REAR WINDOW ... Three weeks in advance of his date he arranged a REAR WINDOW photo contest with Potter and Shaw drug store, in support of which they ran two large ads, each 440 lines ... Prominent in each ad was a REAR WINDOW scene ... The store also put in an excellent window display, featuring the long range lens used in the feature ...

Another nice newspaper break in the form of a 300 line co-op, paid for by Davis Lumber Company ... Radio station C K T B used the background music extensively, with good theatre mention. Vern's regular Morning Melodies program going strong.

Well ... whaddaya know ... guess Vernon is catching on. Now he tosses at me a double truck tying in with his showing of BEAU BRUMMELL ... Vern's assistant, Arlie Katzman did the selling for this little deal, and each and every ad refers directly to the title ... About half a page is devoted to the theatre.

C K T B really went to town on this one, and you could hardly tune in ... day or night ... without getting an earful of BEAU BRUMMELL ...

Vern's display still getting top position in front of the new super market out on the highway.

ALGOMA - SOO

Norman's entry this week covers his date on HAJJI BABA ... and to start things off he wound a turban around his doorman's top-knot, and had him tour the city as old man Hajji ... appropriately bannered, of course.

Moore's Music store put in a good window, tying in the musical numbers from the film with their records and sheet music. Another excellent window by Con-Ell Furs.

The Flower Basket, a new store recently opened in the Soo, set up one of the most attractive window display the town has ever seen ... many patrons called personally to comment on this work of art.

Norm piled up a few points for P.R. when he acted a while back as M.C. for a ladies' Night at his church ... A good story in the local daily commended his efforts.

ALGOMA - SOO (cont'd.)

For his date on SEVEN BRIDES, Norm again contacted the owners of Moore's Music store, which resulted in another one of their very attractive windows ...

Another good display was placed in a new groceteria in the Soo's downtown district ... Art's Meat Market also co-operated with Norm on an excellent 15 minute program over the local radio station C J I C ... featuring all of the musical selections, and good pic chatter.

That winds up Norman's efforts for the past couple of weeks ... How about taking another crack at your newspaper, Norm? ... That's where the big gravy is - in terms of points. You've had occasion to read what George Forhan was able to do with a real toughie of a paper ... Nothing's impossible if you just keep hammering away at it.

Surprise me fella ... with a couple of real double-trucks, wontcha? Well ... I'll settle for a couple of single pages. How about a few individual co-ops?

.x.x.x.x.x.

Well me hearties ... I'm bushed. I've been pounding the keys so long that I'll bet I've worn the prints right off my fingers. Janet did the missionary work ... I've added some commentaries and laid it out ... now Jean takes over, and if all goes well this copy should be in your hands by Friday ... Saturday at the latest.

I think I'll name me a few guest editors ... and let some of you fellows take a crack at editing the odd edition .. How's that strike You?

In the meantime, I must admit that your entries have been of a slightly higher calibre than formerly ... don't let me down now. A couple of the boys still seem a little lost, but practice is bound to make perfect ... or pretty close to it.

All I ask is that you try ... Honestly try, and you won't hear any loud yelps from this corner ...

Well ... tomorrow is another day ... this week's entries are piled up and ready to be processed. You've read the results for November ... You know where you stand ... Three weeks left this month ... why not make it a real BALLYHOO December? This is the month that really needs it ...

Let's go.

D.E.K.